GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:3265
ANSWERED ON:08.12.2000
CRITERIA FOR ADVERTISEMENTS
AJAY CHAKRABORTY

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the criteria and guidelines adopted for giving DAVP advertisements to the newspapers in the country; and

(b) the details of the DAVP advertisements given to different newspapers in Delhi during the year 1999-2000?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING (SMT. SUSHMA SWARAJ)

(a) DAVP advertisements are released to the newspapers/periodicals empanelled with DAVP in accordance with its Advertising Policy Guidelines, a copy of which is at Annexure-I.

(b) Details of DAVP advertisements released to newspapers/periodicals published from Delhi category-wise are given in Annexure-II.